

YO9-99-390      **\*\* AFTER FINAL: EXPEDITED ACTION \*\***      00280573aa  
Amendment dated 02/23/2004      Reply to office action mailed 12/22/2003

The following is a complete listing of all claims in the application, with an indication of the status of each:

**Listing of claims:**

- 1            1. (previously presented) A computer assisted on-line negotiation method
- 2            comprising the steps of:
- 3                    generating off-line by an on-line e-commerce site static customer
- 4            profiles based on past history that the site has about various customers,
- 5            including multiple value attributes;
- 6                    assigning by the on-line e-commerce site a static customer profile to a
- 7            new customer visiting the on-line e-commerce site, the initial assignment to a
- 8            profile being based on said static customer profiles and whatever information
- 9            is available about the customer at the time of assignment;
- 10            capturing at a customer computer interface the on-line e-commerce
- 11            site's actions;
- 12                    formulating at said customer computer interface a profile of the on-line
- 13            e-commerce site based on past history that the customer computer interface
- 14            has about various sites, including multiple value attributes, and updating the
- 15            profile based on said captured actions;
- 16                    negotiating by the on-line e-commerce site with the customer computer
- 17            interface based on a dynamically changing profile of the customer;
- 18                    negotiating by the customer via said customer computer interface with
- 19            the on-line e-commerce site based on a dynamically changing profile of the
- 20            site;
- 21                    changing by the on-line e-commerce site the customer's static profile
- 22            during negotiations based on an observed behavior of the customer via the

23      customer computer interface, said static profile thereby being dynamic during  
24      said negotiations; and  
25              changing by the customer computer interface the on-line e-commerce  
26      site's static profile during negotiations based on an observed behavior of the  
27      on-line e-commerce site, said static profile thereby being dynamic during said  
28      negotiations,  
29              wherein said customer profiles are comprised of computer stored  
30      information usable to the advantage of the e-commerce site in said on-line  
31      negotiation with customers and said e-commerce site profiles are comprised of  
32      computer stored information usable to the advantage of the customer in said  
33      on-line negotiation.

1      2. (previously presented) The computer assisted on-line negotiation method  
2      recited in claim 1, further comprising the step of updating by the on-line site  
3      past history information based on the negotiations with the customer, said  
4      customer using said customer computer interface in the negotiations.

1      3. (original) The computer assisted on-line negotiation method recited in  
2      claim 2, wherein the attributes included in the past history information include  
3      non-quantitative information.

1      4. (original) The computer assisted on-line negotiation method recited in  
2      claim 3, wherein the non-quantitative information includes season and time of  
3      day.

1      5. (previously presented) The computer assisted on-line negotiation method  
2      recited in claim 1, further comprising the steps of:

3                    capturing by the on-line e-commerce site direct interactions by the  
4                    customer with the on-line e-commerce site, said direct interactions including  
5                    the customer's "click-through stream"; and  
6                    analyzing said direct interactions with the on-line e-commerce site to  
7                    update the customer's dynamic profile.

1                    6. (original) The computer assisted on-line negotiation method recited in  
2                    claim 5, wherein the other direct interaction includes the customer's voice and  
3                    physical actions.

1                    7. (cancelled)

1                    8. (previously presented) The computer assisted on-line negotiation method  
2                    recited in claim 1, further comprising the steps of:  
3                                       storing at said customer computer interface a formulated profile of the  
4                    on-line e-commerce site in a database of on-line e-commerce site profiles; and  
5                                       accessing the on-line e-commerce site from the database by the  
6                    customer using said customer computer interface to begin negotiations with  
7                    the on-line e-commerce site.

1                    9. (previously presented) The computer assisted on-line negotiation method  
2                    recited in claim 8, further comprising the step of dynamically modifying by  
3                    the customer computer interface the on-line e-commerce site's profile during  
4                    negotiations with the on-line e-commerce site based on actions by the on-line  
5                    e-commerce site.

1                    10. (previously presented) The computer assisted on-line negotiation method  
2                    recited in claim 9, wherein actions by the on-line e-commerce site on which

3        the site's profile is dynamically modified include offering of terms, said terms  
4        including prices of items for sale, packaged deals and bonuses.

1        11. (previously presented) A computer implemented decision support system  
2        for on-line negotiation, comprising:

3                first computer code for generating off-line by an on-line e-commerce  
4        site static customer profiles based on past history that the site has about  
5        various customers, including multiple value attributes;

6                second computer code for assigning by the on-line e-commerce site a  
7        static customer profile to a new customer visiting the on-line e-commerce site,  
8        the initial assignment to a profile being based on said static customer profiles  
9        and whatever information is available about the customer at the time of  
10       assignment;

11               third computer code for capturing at a customer computer interface the  
12       on-line e-commerce site's actions;

13               fourth computer code for formulating at said customer computer  
14       interface a profile of the on-line e-commerce site based on past history that the  
15       customer computer interface has about various sites, including multiple value  
16       attributes, and updating the profile based on said captured actions;

17               fifth computer code for negotiating by the on-line e-commerce site  
18       with the customer computer interface based on a dynamically changing profile  
19       of the customer;

20               sixth computer code for negotiating by the customer via said customer  
21       computer interface with the on-line e-commerce site based on a dynamically  
22       changing profile of the site;

23               seventh computer code for changing by the on-line e-commerce site  
24       the customer's static profile during negotiations based on an observed

25      behavior of the customer via the customer computer interface, said static  
26      profile thereby being dynamic during said negotiations; and  
27              eighth computer code for changing by the customer computer interface  
28      the on-line e-commerce site's static profile during negotiations based on an  
29      observed behavior of the on-line e-commerce site, said static profile thereby  
30      being dynamic during said negotiations,  
31              wherein said customer profiles are comprised of computer stored  
32      information usable to the advantage of the e-commerce site in said on-line  
33      negotiation with customers and said e-commerce site profiles are comprised of  
34      computer stored information usable to the advantage of the customer in said  
35      on-line negotiation.

1      12. (previously presented) The computer implemented decision support  
2      system recited in claim 11, further comprising ninth computer code for  
3      updating by the on-line site past history information based on the negotiations  
4      with the customer, said customer using said customer computer interface in  
5      the negotiations.

1      13. (previously presented) The computer implemented decision support  
2      system recited in claim 12, wherein the attributes included in the past history  
3      information include non-quantitative information.

1      14. (previously presented) The computer implemented decision support  
2      system recited in claim 13, wherein the non-quantitative information includes  
3      season and time of day.

1      15. (previously presented) The computer implemented decision support  
2      system recited in claim 11, further comprising:

3                    tenth computer code for capturing by the on-line e-commerce site  
4                    direct interactions by the customer with the on-line e-commerce site, said  
5                    direct interactions including the customer's "click-through stream"; and  
6                    eleventh computer code for analyzing said direct interactions with the  
7                    on-line e-commerce site to update the customer's dynamic profile.

1                    16. (previously presented) The computer implemented decision support  
2                    system recited in claim 15, wherein the other direct interaction includes the  
3                    customer's voice and physical actions.

1                    17. (previously presented) The computer implemented decision support  
2                    system recited in claim 11, further comprising:  
3                                       twelfth computer code for storing at said customer computer interface  
4                    a formulated profile of the on-line e-commerce site in a database of on-line e-  
5                    commerce site profiles; and  
6                                       thirteenth computer code for accessing the on-line e-commerce site  
7                    from the database by the customer using said customer computer interface to  
8                    begin negotiations with the on-line e-commerce site.

1                    18. (previously presented) The computer implemented decision support  
2                    system recited in claim 17, further comprising fourteenth computer code for  
3                    dynamically modifying by the customer computer interface the on-line  
4                    e-commerce site's profile during negotiations with the on-line e-commerce  
5                    site based on actions by the on-line e-commerce site.

1                    19. (previously presented) The computer implemented decision support  
2                    system recited in claim 18, wherein actions by the on-line e-commerce site on

3        which the site's profile is dynamically modified include offering of terms, said  
4        terms including prices of items for sale, packaged deals and bonuses.

1        20. (previously presented) A computer implemented decision support system  
2        for on-line negotiation, comprising:

3                a merchant decision support system for an on-line e-commerce site,  
4        said system further comprising computer code for

5                generating off-line static customer profiles based on past history that  
6        the site has about various customers, including multiple value attributes,

7                assigning a static customer profile to a new customer visiting the on-  
8        line e-commerce site, the initial assignment to a profile being based on said  
9        static customer profiles and whatever information is available about the  
10       customer at the time of assignment,

11               negotiating with a customer via a customer computer interface based  
12       on a dynamically changing profile of the customer, and

13               changing the customer's static profile during negotiations based on an  
14       observed behavior of the customer via the customer computer interface, said  
15       static profile thereby being dynamic during said negotiations; and

16               a customer decision support system, said system further comprising  
17       computer code for

18               capturing at the customer computer interface the on-line e-commerce  
19       site's actions,

20               formulating a profile of the on-line e-commerce site based on past  
21       history that the customer computer interface has about various sites, including  
22       multiple value attributes, and updating the profile based on said captured  
23       actions,

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24                    negotiating by the customer via said customer computer interface with  
25                    the on-line e-commerce site based on a dynamically changing profile of the  
26                    site, and  
27                    changing the on-line e-commerce site's static profile during  
28                    negotiations based on an observed behavior of the on-line e-commerce site,  
29                    said static profile thereby being dynamic during said negotiations,  
30                    wherein said customer profiles are comprised of computer stored  
31                    information usable to the advantage of the merchant in said on-line  
32                    negotiation with customers and said e-commerce site profiles are comprised of  
33                    computer stored information usable to the advantage of the customer in said  
34                    on-line negotiation.